

DRAFT

BOARD OF STATE HISTORY RETREAT

October 29, 2015

East Senate Building, State Capitol, 350 North State Street, Salt Lake

ATTENDANCE:

Greg Thompson
Dina Blaes
Deanne Matheny
Bob McPherson
Patty Timbimboo-Madsen
Ken Gallacher
Rob White

EXCUSED:

Maria Garciaz
John D'Arcy
Steve Olsen
Yvette Donosso

DEPARTMENT OF HERITAGE AND ARTS:

Julie Fisher
Brian Somers

PUBLIC:

Steve Barth
David Lewis
David Richardson
Nancy Calkins
Peter Steele
Jack Thomas
Jonathan Weidenhamer
Anya Grahn
Hannah Turpen

DIVISION OF STATE HISTORY STAFF:

Brad Westwood
Kevin Fayles
Jed Rogers
Holly George
Chris Merritt
Cory Jensen
Alycia Aldrich
Lisa Buckmiller
Doug Misner
Derinna Kopp
Nelson Knight

ATTORNEY GENERALS OFFICE:

Thom Roberts

WELCOME

Greg Thompson called the meeting to order at 9:05 am and welcomed the Board members in attendance and thanked them for their service.

Greg introduced Steve Barth, David Rich Lewis, and David Richardson, who were appointed to the Board by Governor Herbert last week. They are not official Board members until their Senate

confirmation on November 18th, but were invited to join the Retreat as public members, with no voting rights. Each shared their bios.

Greg gave his thanks to Yvette Donosso and Patty Timbimbo-Madsen for their willingness to continue to serve on the Board. Their re-appointments were confirmed by Governor Herbert.

Greg thanked Bob McPherson for his many years of service to the Board, which will be greatly missed, and presented him with a certificate from State History and also a letter from Governor Herbert. Maria Garcia is also leaving the Board, but was unable to attend today.

Brad Westwood thanked Greg for his tremendous service over the years to the Board and expressed how much he will also be greatly missed. Brad presented him with a certificate from State History and also a letter from Governor Herbert.

Greg thanked State History staff for their excellent work on the annual conference, Deep Roots, Many Voices: Exploring Utah's Multicultural Past, which was held Oct 1st and 2nd. He thought it was the best one yet, with great content and organization. He thanked the Board members for their involvement in the conference also.

DISCUSSION ITEMS

COMMUNICATIONS AND WIDENING COMMUNITY INVOLVEMENT

Dina Blaes provided a history of the division's communication efforts and future goals. She thanked Kevin Fayles for his hard work during this last 18 months to create a communication plan that will help tell State History's story.

Kevin presented a PowerPoint to brief the Board on the division's very distinct programs, products and partners. The division is working hard to determine how best to inform the public of our resources. Talking points are being prepared and relationships are being further developed with our constituents. The legislature is a very important audience, and he was pleased to report that we received many positive comments from our legislative interim committee, where we presented components of our communication plan.

A handout on strategic communications methodology prepared by Dina was discussed. The division is working to widen community and legislative support of State History by identify their audiences, some of which include: senior citizens (who really seem to appreciate history), rotary clubs, preservation organizations, school districts, realtors, architects, builders, historic home owners, Envision Utah, college students, history departments, local government officials, the tech community, travel industry, senior citizen centers, land users, and Native American tribes. Brian Somers commented that people don't care what department or division we are under, just what we can do for them, so we need to market all programs as a whole, not just antiquities or preservation, or other division programs.

Other valuable communication components and guidelines that Dina, Kevin, Brad and History staff will be working on were also discussed, such as what opportunities we have to reach out to people we come into contact with on a daily basis and gathering baseline research. Examples include developing pop up screens on the cemetery database, including a reply card with questions in the *Utah Historical Quarterly* mailing, and surveying conference attendees to help us peak their interest and shape our measurable objectives, including increase UHQ membership, funding, and awareness/support of the division. Developing messages is also important. The new division brochure and program postcards are a great start. Developing elevator speeches and talking points – will help us be prepared when people ask what we do. We also need to ensure that we use the most credible and efficient messengers, depending on the audience. The cost of materials is important to consider as well, we need to give the message that we are spending money wisely; it is a huge legislative concern. Timetables and budget need to be

considered. The Board should be prepared to assist the division in these efforts. The final step would be to evaluate our efforts, how many people did we reach, how many new memberships, etc.

Dina stated that this is an ongoing effort and future discussions will be held at future meetings. Greg encouraged the Board members to consider all discussed and engage with Dina and Kevin. Brad thanked Dina and Kevin for their great efforts. Dina requested board members contact us when giving presentations at appropriate meetings where we can brief audiences on history's programs and resources.

It was asked why public outreach is being undertaken since the division is funded for legislative duties. What is our public purpose, why should they know about us? The first place to ruminate about this is the legislature, which History will need to figure out first. We need to preserve our funding. It is crucial to determine what our objective is, what is important. We are the facilitators, we need to learn how we can get others to engage, be empowered and take some of the work load, share our knowledge, expertise, and resources. We need to provide a meaningful context to people about history, hold events in their communities, identify their local issues and frame the discussions appropriately.

PROPOSED HISTORY, HERITAGE AND ARTS MUSEUM

Julie Fisher thanked the Board for their service to State History and Dina and Kevin's wonderful communication efforts. She thanked the History staff for their great work on inventorying and documenting over 30,000 artifacts. Along with these priceless artifacts, there are over a million historic documents, photos, maps, etc. being stored in the basement of the Rio Grande Depot, which is over a hundred years old and not a suitable collections facility. A tour for Board members will be arranged. We have a strong responsibility to properly care for these artifacts. They help tell Utah's full story. Other organizations are telling only parts of Utah's story.

Tours have been hosted for legislative appropriation committees and they are now seeing how these artifacts are being stored in a threatening environment, along with not being accessible to the public. Julie informed the Board that we have recently received approval from Governor Herbert to proceed with seeking out funding, building community support, and gathering feedback. She wants the Board to be informed of this project, to assist us, advise us, and help us shape the facility.

Brian Somers presented a presentation that was given to the Governor's Office about the concept of a state museum. We are only one of two states in the nation that do not have a state history museum. We will be combining resources with the Division of Arts and Museums and forming a steering committee. We need substantial donor/partner funding. We have the opportunity to contribute to the economic development of Utah. Brian has been working closely with the SL RDA regarding the development of the Depot district. The state has property across from the Depot and in the district that is being considered, which will have three street fronts. RDA's vision is to have this area become a cultural arts historic district/gateway. The Downtown Alliance is trying to build a year-long farmers market. State History has a history in this area, it is an undeniable sign, and we want to retain offices in the Depot. The RDA will be providing the infrastructure for the area, which will make our development costs lower. The RDA is trying to find partners that have a regional appeal.

This project is now a Department of Heritage and Arts priority. We hope this, along with the Governor's support, will help give confidence to people to come aboard and support, work out political issues. We will have to come in with a substantial amount of funding; as we all know that the Legislature will not fund the entire project. A website has been developed to gather feedback. The large homeless population in the area will need to be addressed and is beginning with a committee established by Mayor Becker.

The proposed museum is a long term plan; we are just starting to lay the groundwork, start thinking of structure, and determine if an authority needs to be set up, like a Friends of State Museum group. State fundraising requirements will need to be adhered to. DHA is now working with DFCM and an architect

company will be contracted to develop needed square footage numbers, costs, etc. Simple, elegant and sustainable are the three goals for this building.

Dina recommended that we do not provide a building rendering; it is a nightmare with public perception. Just providing an eye wash and focusing on what is going to be in the building, is a better approach and just as engaging.

Julie stated that not only will this be a museum to tell Utah's history, but will be a space to combine expertise from Arts and Museums and State History. We have 250 plus museums that are wanting to collaborate and better understand best practices. This will be a great opportunity for them to receive this assistance. The other thing we would be modeling is the three goals of simple, elegant and sustainable to museums, many of which have financial constraints. We are not building the Taj Mahal. The focus should be on what is in the building, the nature of the artifacts, not the building itself.

The proposed museum will be discussed further at the January Board meeting, where hopefully we will have a better understanding of space needs and costs.

FUNDRAISING PROJECTIONS FOR 2015-2018

Brad Westwood led a fundraising discussion. The Utah State Historical Society line item established by the Legislature allows the division to fundraise, with their approval. Brad reviewed the division's conference sponsors, some of which have donated for many years and some that have been recently secured. Further discussion on fundraising will be held at the next meeting.

Doug Misner displayed some artifacts from State History's collections for the Board.

DIVISION OF STATE HISTORY 2016 GOALS

Brad Westwood thanked State History staff for their great work and introduced those in attendance. He reviewed the division's long range goals: 1) Make Utah's history relevant and valuable to every Utah citizen; State History to be a "household name"; 2) Make the state's history useful for public policy (legislature, regional and city planning etc.); 3) Consider and plan for a state-of-the-art professional facility for Utah's history collections in the Capital, to assist all public history related programs and collections linked directly or indirectly to state or local government. These goals were set in 2103. Brad gave examples of achievements made towards each.

Doug Misner reviewed the artifacts inventory and assessment they have undertaken. 125 million is the first estimate. They are now working on standardizing formats in the existing database, so the transfer to a new database is more efficient.

Brad informed the Board that Visio workflows have been created for work functions in the division.

Brad presented the division's 2016 goals: 1) Improve State History's electronic workflows, digitization, databases and on-line presence to increase productivity and information sharing; 2) Re-envision and integrate education in State History's programs; 3) Strengthen partnerships and increase collaboration opportunities to deepen the reach of State History; 4) Complete one or more studies needed to plan a Utah History, Heritage & Art Museum; 5) Annual history conference and statewide history focus: document rural life, local governance and public lands in Utah.

DIVISION OF STATE HISTORY PROGRAM 2015 ACCOMPLISHMENTS

Brad Westwood introduced State History Staff and Program Coordinators to present their 2015 accomplishments. Cory Jensen, Nelson Knight, Chris Merritt, Doug Misner, Holly George, Jed Rogers, and Kevin Fayles briefed the Board on the great work their programs were able to achieve during the last year.

Rob White made a motion to thank Barbara Murphy for her years of wonderful service to the Board and

wished her well in her retirement. Dina Blaes seconded the motion and it passed with unanimous support.

ACTION ITEMS

APPROVAL OF THE JULY 16, 2015 BOARD OF STATE HISTORY MEETING MINUTES

Rob White made a motion to approve the July 16, 2015 Board of State History meeting minutes. Bob McPherson seconded the motion. Dina Blaes abstained, as she was not present at the last meeting. The motion passed with unanimous vote.

Due to time constraints for some of the public attending, the Park City High School nomination was presented.

APPROVAL OF NATIONAL REGISTER OF HISTORIC PLACES NOMINATIONS

Cory Jensen presented the following National Register of Historic Places nomination:

PARK CITY HIGH SCHOOL

Statement of Significance Summary:

The Park City High School building, constructed in 1928, is locally significant to the history of the town under Criterion A in the area of education as its first exclusive high school, built at a time when the mining town came to realize the importance of educating both boys and girls. Serving in this capacity for fifty years, the high school helped mold two generations of community children. The building is architecturally significant under Criteria C as a work of prominent Salt Lake City firm Scott & Welch. It is also significant as a well-preserved example of the Collegiate Gothic style that is prominent in a former mining town with few architectural buildings. Despite some non-historic alterations at the rear and north side of the auditorium wing, the style and craftsmanship of a Scott & Welch design is apparent in the main classroom wing, providing a well-preserved Collegiate Gothic work. The Park City High School building is a contributing historic resource in this historic mining town.

Rob White made a motion to send a letter of support for Park City High School to the National Register of Historic Places. Dina Blaes seconded the motion and it passed with unanimous support.

NATIONAL REGISTER OF HISTORIC PLACES TRAINING

Cory Jensen provided training on the duties of the Board regarding National Register of Historic Places nominations.

CONTINUED APPROVAL OF NATIONAL REGISTER OF HISTORIC PLACES NOMINATIONS

Cory Jensen presented the following National Register of Historic Places nominations:

BARRETT/HOMER/LARSEN HOUSE

Statement of Significance Summary:

The 1887 Barrett/Homer/Larsen Farmstead in Orem, Utah County, is locally significant under Criteria A and C. The property is being nominated under the *Historic and Architectural Resources of Orem, Utah*, Multiple Property Submission "Settlement and Agricultural Expansion: Mid-1870s-1913" for the "Establishment of Orem: 1914-1941" periods. It is significant under Criterion A in the area of agriculture for its association with a number of concurrent owners, each of whom had an impact on the property and its use as a farm. Originally called Provo Bench, Orem was established as an agriculturally-based community of widely-scattered farmsteads. Thomas Barrett, the original owner of this house, homesteaded 160 acres of land on Provo Bench for which he received a patent in 1886. Barrett was among the earliest settlers of Provo Bench and became involved in the fruit-growing business before selling his orchards to William Homer in 1908. Both Homer and his successor, Ariel Larsen, improved the fruit producing capabilities of the orchards, with Larsen replanting many of the orchards. The remaining two-acre farmstead is an island in a now mostly urbanized setting. It remains a

good example of agricultural development during the period of agricultural expansion and prosperity in Orem in late nineteenth and early twentieth centuries.

The house is also significant in the area of architecture under Criterion C as an example of transitional Victorian to World War II-era architecture on the Provo Bench. Barrett sold off large portions of his quarter section to fund the construction of this home, which was more ornate than many of the utilitarian structures built on the Provo Bench during the early settlement period. The house also reflects the period of growth and change during the period of the “Establishment of Orem” context as the orchards and house, which had become run down, were purchased by the Larsen family in 1944. The original Victorian-style house was remodeled to reflect a more modern residence by the addition of a utility room on the rear with a basement beneath, a nearby garage and the application of stucco to the exterior. Victorian details of the house, including doors, windows, and porch moldings were retained in the remodel. The house retains architectural integrity from these time periods and, along with the surrounding farmstead is an important contributing historic resource to the City of Orem, where very few of the orchards and farmsteads remain.

Dina Blaes made a motion to send a letter of support for Barrett/Homer/Larsen House to the National Register of Historic Places. Rob White seconded the motion and it passed with unanimous support.

SMOOT DAIRY FARMHOUSE

Statement of Significance Summary:

The Smoot Dairy Farmhouse, constructed in 1936, is a 1½-story Tudor Revival-style brick cottage. The farmhouse is locally significant under Criterion A in the area of Agriculture as the only surviving building associated with the Smoot Dairy. The period of historic significance begins in 1935 when the Smoot family obtained the land and transferred a herd of dairy cows to Centerville. Until a devastating fire in 1963, the Smoot Dairy was one of the largest privately owned dairy farms in Utah. The farmhouse, which also served as an office, was one of only two buildings to survive the fire. Within a year of the fire, with aid from their Centerville neighbors, the Smoot family built the most modern dairy operation in the state. The period of significance ends in 1964 with the phoenix-like rise of the Smoot Dairy. During the historic period, the Smoot Dairy sold milk on site and made deliveries to an estimated 2,000 households in Centerville and the surrounding communities. The Smoot Dairy provided dairy products to numerous restaurants and hotels in the larger cities of the Wasatch Front, and was the regional dairy provider for United Airlines for thirty-two years. In addition, Edgar Smoot raised prizewinning pure-bred Jersey stock on loan to breeders throughout the western United States. The farmhouse is the only extant historic resource representing the Smoot family’s important contributions to the Centerville community. The Smoot Dairy Farmhouse is eligible under the Multiple Property Submission, *Historic Resources of Centerville, Davis County, Utah*, under the associated historic context “City Development, 1911-1940s.” The Smoot Dairy Farmhouse is a contributing resource in its north Centerville neighborhood.

Dina Blaes inquired why this nomination was not expanded to include Criteria C and suggested it would broaden the context of the nomination. Ken Gallacher questioned if it should include Criteria and D also? After further discussion it was determined this nomination should be tabled for additional review by the SHPO Office and then be returned to the Board

Dina Blaes made a motion to table the Smoot Dairy Farmhouse at this time for further review of eligible criteria. Rob White seconded the motion and it passed with unanimous support.

2016 BOARD OF STATE HISTORY MEETING DATES

Alycia Aldrich presented suggested 2016 meeting dates. They are all the 3rd Thursday of each quarter, with the exception of the October meeting, which is the fourth Thursday, Oct 27th, due to UEA being held October 20-21st. She will send all Board members gmail calendar invites.

Dina Blaes made a motion to accept the 2016 meeting dates. Ken Gallacher seconded the motion and it passed with unanimous support.

TRAINING

BOARD DUTIES, BYLAWS AND STATUTORY AUTHORITY

Thom Roberts, the Board's legal counsel from the Attorney General's Office provided his annual training on the Board's duties, bylaws and statutory authority. He also encouraged members to visit the division's board website for additional information and links to Bylaws, Administrative Rules, Statutes, and Policies. He provided some additional information on fundraising through the Utah State Historical Society and Legislative regulations.

DISCUSSION ITEMS

Brad Westwood provided a review of the information in the Board binders that Kevin Fayles put together, which we hope will be useful for additional orientation on Board duties, division contacts, etc. Alycia will update the board member contact list with new members once they are confirmed by Senate.

REFINING COMMITTEES AND THE BOARD PROCESS

Kevin Fayles led a discussion on the Committees of the Board that were appointed by Greg Thompson as Chair. Board members were asked to consider their memberships in the committees.

2016 SCHEDULE OF EVENTS

Brad Westwood reviewed the division's 2016 schedule of events, to date. He expressed his hope that Board members will participate in these events. Archives Month in October was inadvertently not included and will be added to the events schedule.

CHAIRPERSON TRANSFER CEREMONY

Greg Thompson thanked Brad Westwood for his leadership, Alycia Aldrich for her support on the Board, and Kevin for his great work. It has been a huge pleasure to serve on the Board. He is pleased to welcome the new members to the Board. He then introduced Dina Blaes as the new Chair of the Board of State History and presented her with a bided copy of the first issue of the HDina informed the Board she is delighted to serve as Chair and is looking forward to working with each member and engaging them in the Board and division's work.

ADJOURNED at 2:35pm

NEXT MEETING: April 21, 2016